

Bolivia - Cochabamba

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Bolivia - Cochabamba GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Bolivia could include in a comprehensive tobacco control program.

The Bolivia - Cochabamba GYTS was a school-based survey of students in Primary 8, Secondary 1 and 2, conducted

in 2000. A two-stage cluster sample design was used to produce representative data for all of Bolivia – Cochabamba. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 91.1%, the student response rate was 86.9%, and the overall response rate was 79.1%. A total of 5270 students participated in the Bolivia - Cochabamba GYTS.

Prevalence

53.3% of students had ever smoked cigarettes (Male = 61.2%, Female = 45.7%)
 27.3% currently use any tobacco product (Male = 33.2%, Female = 21.7%)
 23.5% currently smoke cigarettes (Male = 29.7%, Female = 17.7%)
 9.9% currently use other tobacco products (Male = 11.4%, Female = 8.7%)
 25.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

18.1% think boys and 17.0% think girls who smoke have more friends
 15.8% think boys and 11.7% think girls who smoke look more attractive

Access and Availability - Current Smokers

11.2% usually smoke at home
 58.9% buy cigarettes in a store
 82.7% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

43.3% live in homes where others smoke
 61.4% are around others who smoke in places outside their home
 79.3% think smoking should be banned from public places
 67.1% think smoke from others is harmful to them
 41.7% have one or more parents who smoke
 16.6% have most or all friends who smoke

Cessation - Current Smokers

56.3% want to stop smoking
 59.8% tried to stop smoking during the past year
 68.6% have ever received help to stop smoking

Media and Advertising

75.8% saw anti-smoking media messages, in the past 30 days
 87.6% saw pro-cigarette ads on billboards, in the past 30 days
 80.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 17.9% have an object with a cigarette brand logo
 11.6% were offered free cigarettes by a tobacco company representative

School

51.3% had been taught in class, during the past year, about the dangers of smoking
 31.0% had discussed in class, during the past year, reasons why people their age smoke
 43.8% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 27% of students currently use any form of tobacco; 24% currently smoke cigarettes; 10% currently use some other form of tobacco.
- ETS exposure is very high – 4 in 10 live in homes where others smoke; 6 in 10 are exposed to smoke in public places; 4 in 10 have parents who smoke.
- Almost 8 in 10 students think smoking in public places should be banned.
- Almost 7 in 10 students think smoke from others is harmful to them.
- Almost 6 in 10 smokers want to stop.
- Over 7 in 10 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads in the past 30 days.